



WTIC-TV

ORDER

Print Date 09/21/12

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Flight Dates 09/22/12-09/28/12

Contract / Revision 389839 /

Original Date / Revision
09/21/12 09/21/12

Advertiser Democratic Senatorial Camp

Agency Great American Media

Buying Contact

3050 K St NW
Washington, DC 20007

Product

DSCC

Agency Com 15%

Billing Contact

3050 K St NW
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:10:00

Estimate # 1843

Alt Order # 06329727

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 11

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 18% Market Value 75277

Competing Station	% of Order	Amount
2WCCT	1%	752
3WFSB	25%	18819
4WVIT	18%	13550
5WTNH	38%	28605
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	17	\$11,517.50	\$13,550.00	0.00	08/27/12	09/28/12	17	\$11,517.50	\$13,550.00
Totals	17	\$11,517.50	\$13,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	09/24/12	09/28/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	MTWTF--	:30	3	\$1,200.00	03	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		3			\$1,200.00			0.00			
E 2	61	09/24/12	09/28/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	MTWTF--	:30	4	\$400.00	03	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		4			\$400.00			0.00			
E 3	61	09/24/12	09/28/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	MTWTF--	:30	4	\$400.00	03	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		4			\$400.00			0.00			
E 4	61	09/24/12	09/28/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	3	\$550.00	03	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		3			\$550.00			0.00			
E 5	61	09/24/12	09/28/12		CM	730p-8p	MTWTF--	:30	1	\$650.00	03	0.00	NM	1	\$650.00



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Contract / Revision **389839** Flight Dates **09/22/12-09/28/12**Hiatus DatesOriginal Date / Revision 09/21/12/ 09/21/12Order Sep 00:10:00Advertiser **Democratic Senatorial Carr** Product **DSCC**Estimate # **1843**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 730p-8p												
				M-F 730p-8p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	MTWTF--			1		\$650.00		0.00					
E 6	61	09/22/12	09/22/12	Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$950.00	03	0.00	NM	1	\$950.00	
				Sa 10p-11p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	-----1-			1		\$950.00		0.00					
E 7	61	09/26/12	09/26/12	Wed Prime Rotator	CM	8p-10p	--1----	:30	1	\$3,500.00	03	0.00	NM	1	\$3,500.00	
				X-Factor												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	--1----			1		\$3,500.00		0.00					
														Totals	17	\$13,550.00